A PROFILE OF THE WEST EUROPEAN PAINT INDUSTRY

IRL is pleased to announce the launch of a new edition of its regional title A Profile of the West European Paint Industry. This fully updated report provides market data for 2013 and forecasts for 2018, and gives an overview of the paint industry trends across 16 countries in the region.

Available as a full report or in country/market sections

Forms part of our Global Online Database Package – Please contact us for further details

The total market for paints and coatings in Western Europe was over 5.6 million tonnes in 2013, and is forecast to rise to more than 6.2 million tonnes by 2018. This is equivalent to an average annual growth rate of 2.2%.

On a country-by-country basis, Germany is by far the largest national market, accounting for approximately a quarter of total demand. Ireland, Norway and Finland are the smallest markets in terms of demand. However, these are also some of the fastest growing markets in Western Europe as well. Norway’s growing oil and gas industry is having a positive impact on coatings demand both domestically as well as in surrounding countries.

Architectural and decorative coatings for consumer and professional uses account for around 60% of the total market, although this proportion varies from country to country. Growth is forecast to be highest in the architectural and powder coatings segments. This growth is being influenced by the recovery in the construction market, causing the architectural sector to grow.
Growth in the protective coatings segment is being boosted by developments in the oil and gas sector and also infrastructural investments, which had been put on hold during the economic downturn. The use of powder coatings is also growing very quickly as a result of technological advances made over the last few years in this sector, and increasing awareness of their environmental credentials.

‘A Profile of the West European Paint Industry’ gives an insight into the market changes in the past few years, as well as outlining the key trends affecting the decorative and industrial coatings segments for each individual country covered. The scope of the study covers Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and the United Kingdom. It provides 2013 market data on nine mainstream paints and coatings segments: architectural/decorative, industrial wood coatings, protective coatings, marine coatings, automotive OEM coatings, automotive refinishes, powder coatings, general industrial coatings and plastic coatings. Forecasts on these are also presented for the year 2018. The cost of the full report is €4,500 (four thousand five hundred euros).

Sections of the report, priced individually, will soon be available to purchase online at our website: www.informationresearch.co.uk

- The Western Europe Paints report is also available as part of IRL’s Global online database system called Enterprise, which will from now on form a key part of its services to the paints and coatings industry and its affiliates.
- IRL’s database provides a comprehensive and fast tool that enables clients to analyse all data available efficiently and to every desirable level of detail.
- The regional PDF reports remain a complementary, qualitative offering to the database, and will from 2014 on be updated on a biannual basis.
- Database updates following the latest industry feedback and showing up-to-date forecasts are planned to be published biannually, with live updates throughout the year.
- Historic, current and 5-year forecast data will be available in an online pivot table format.
- Users can create data tables to their own designs and needs and compare data across different regions and countries.

For more information on this and our other reports, please contact Cathy Galbraith at: cgalbraith@brggroup.com